DISTRIBUTION FOR

SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX

RE: VAP ORDERING PROCEDURES

DISTRIBUTION :

ROU'S 1110, 1210, 1310, 1610, 1710, 1810, 2110, 2210, 2310,

2910, 5110, 5410, 5610, 5810, 6210, 6310, 6610, 6710, 6910

ROU'S TO DISTRIBUTE TO ALL RETAIL/SALES REPS.
WITH 7-ELEVEN RESPONSIBILITY

PLEASE ALSO COPY THE AFFECTED
RM'S, DM'S

51844 6075

Source: https://www.industrydocuments.ucsf.edu/docs/zspy0000

R.J. Reynolds Tobacco Company

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10 March, 1998

TO : ALL ROU'S FOR IMMEDIATE DISTRIBUTION TO ALL RETAIL / SALES REPS. WITH 7-ELEVEN RESPONSIBILITY

SUBJECT: ***SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX***
VAP ORDERING PROCEDURES

Ladies and Gentlemen,

In recent months, we have worked through many issues, both on the retail and wholesale side, to enable RJR to implement our Value Added program in 7-Eleven.

It is important that you understand how the ordering process works at store level in order to :

1. Maximize 7-Eleven store participation
2. Maximize multiple orders of displays
3. Obtain VAP display placements and visibility

Each 7-Eleven Corporate and Franchise location will continue to be surveyed for VAP participation on a monthly basis. Currently, stores have a 2-3 week ordering window in which they must place their orders.

Upon receipt from 7-Eleven Corporate, I will be communicating the available order dates to you so that during *normal coverage* you can review the VAP promotion with the Store Owner/Manager. In doing so, we expect store participation rates to increase.

cl:JSR310

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Source: https://www.industrydocuments.ucsf.edu/docs/zspy0000

The following top-lines ordering procedures for VAP in 7-Eleven.

- Each week, all stores receive a MIP (Merchandise Information Packet) from Corporate. This packet contains many assorted product surveys/items.

> ***Note :*** Our concern is that many stores may not read through the entire packet or may miss the RJR VAP Survey Sheet.

- Stores enter orders through McLane. Each VAP survey sheet has a UPC Bar Code and item number - stores order the VAP promotion using this code. I have attached the *June Doral B2G1F/B1G1F* survey sheets for your review. The survey sheets also contain promotion specifics (description, size, UPC #'s, order dates, delivery dates, etc.)

Promotion	Store Order Dates	McLane UIN #	Survey Item #
Doral B2G1F	3/16 - 3/27	846816	465
Doral B1G1F	3/16 - 3/27	846774	464

- Upon ordering the promotion, the store can expect delivery through McLane as noted on the survey sheet.

> ***Important !!!*** A 7-Eleven store does not have to order through McLane in order to participate in our VAP program. Stores purchasing cigarettes through other suppliers can also receive their VAP promotions through that same supplier. All Corporate and Franchise stores will receive a VAP Survey Form in their MIP Packets. Keep in mind that if a store orders VAP from the survey sheet, the display **will** come from a McLane distribution point.

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Source: https://www.industrydocuments.ucsf.edu/docs/zspy0000

In summary, when making normal coverage of your 7-Eleven stores, you should :

❶ Communicate VAP ordering dates (windows) with Store Managers - stores may only order (1) SKU per promotion.

❷ Remind them that RJR VAP promotions assist the store in building and maintaining store customer traffic, provides value to their adult cigarette consumers, and keeps them competitive with other c-stores in their market.

❸ Discuss display placement upon receipt from supplier - highly visible location on backbar or front counter if not legislated NSS.

Your assistance in maximizing RJR VAP awareness/participation in your 7-Eleven stores is greatly appreciated.

Should you have any questions relative to the above, please advise.

Sincerely,

Jeff

Jeff S. Rumberger

/cn

cc: Monee Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianne Conroy, Chris Huff, Jeanne Swisher, Linda Zelles, RSM's, AVP's

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Source: https://www.industrydocuments.ucsf.edu/docs/zspy0000

NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 004 Ref: R167

PRE-BOOK / PROMOTIONAL

LOCAL MARKET INFO				Shipping Unit:	DSPLY/20 deals	Deal
Supplier: McLane				**Estimated Cost		
Suggested Order Qty: 1 (DSPLY/20 deals)				Suggested Retail		
Last Order Date: 03/27/98				GP$ / GP%		
Seasonal/In & Out: PreBook				*Cost may vary due to different freight brackets.		
UPC	SLIN	McL UIN	DESCRIPTION & SIZE		Core	X Optional
0 12300 41865	121237-2	846774	DORAL Buy 1 Pack Get 1 Pack Free Display 20 presleeved deals in display pack (Greater Midwest-Michigan ONLY, Chesapeake-Washington Metro & Maryland ONLY,Northeast, Northwest, Southwest-California and Nevada Only)			
Other Pack Size Available:						

PRODUCT INFORMATION	MARKETING SUPPORT
Mfg: RJ Reynolds	* 20 presleeved deals of 1 full revenue pack and 1 free pack
Category: Black & White/Private	* Scannable (Sleeve) UPC - 0 12300 23797
Sub Category: Regular Full Flavor	* Orderable (Display) UPC - 0 12300 41865
PSA: 120101 PMA: 60	* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER

DORAL BUY1GET1 FREE DSPLY
ORDER 1 = DSPLY/20 deals

846774

Pre-Book

PREBOOK	
SURVEY ITEM :	#464
Order From :	03/16/98
Order To:	With your regular order on or before: 03/27/98
Ship Week Of :	06/15/98

121237

121237

CONSUMER INFORMATION										OTHER COMMENTS:
All Stores X	Asian	X	Gender: Both		Age Group: 21+					* MUST BE AN RJ REYNOLDS PARTNER TO ORDER
	Black	X	Income	$40K+	X	Kids	Hi			
	Hispanic	X		$25-$40K	X		Med			
	White	X		To $25K	X		Low			

Purchase Behavior:	X	Planned	X	Impulse	Customer Usage:	X	Immediate	X	Take-Home

ORDER AND DISPLAY

Estimated Allowances: (Shown Off-Invoice)

From: To:

From: To:

Bill-Back: (Shown on Merchandise Report after rebate received from vendor)

From: To:

From: To:

Product Dimensions: W 6.5" L 11" H 12"	Code Life: 12 months		Open	X	Closed
Recommended Location: Back bar/counter/clerk serve area where restricted					
Special Handling (Frozen, Dry, Refrigerated): Dry					

Why you should carry this product:

- Value added to customer at no added cost to the store
- Promotions experience rapid sell through
- Generates multi-pack purchases
- This is a seasonal/in-out item. It may be kept in stock through 03/27/98

Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/20/96

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Source: https://www.industrydocuments.ucsf.edu/docs/zspy0000

NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 006 Ref: R169

PRE-BOOK / PROMOTIONAL

LOCAL MARKET INFO				Shipping Unit:	DSPLY/21 deals	Deal
Supplier: McLane				**Estimated Cost		
Suggested Order Qty: 1 (DSPLY/21 deals)				Suggested Retail		
Last Order Date: 03/27/98				GP$ / GP%		
Seasonal/In & Out: PreBook				*Cost may vary due to different freight brackets.		
UPC	SLIN	McL UIN	DESCRIPTION & SIZE		Core	X Optional
0 12300 41874	121236-4		DORAL Buy 2 Get 1 Free, Display			
Other Pack Size Available:			21 presleeved deals in display pack AND 7 open stock revenue packs			
			(Central except Utah & Kansas City)			

PRODUCT INFORMATION	MARKETING SUPPORT
Mfg: RJ Reynolds	* Display kit will contain 21 presleeved deals of 2 revenue packs and 1 free pack plus 7 regular open stock packs
Category: Black & White/Private	* Scannable (Sleeve) UPC - 0 12300 23851
Sub Category: Regular Full Flavor	* Orderable (Display) UPC - 0 12300 41874
PSA: 120101 PMA: 60	

DORAL BUY2GET1 FREE DSPLY
ORDER 1= DSPLY/21 deals

1212364

Pre-Book

121236

121236

PREBOOK	
SURVEY ITEM :	#465
Order From :	03/16/98
Order To:	With your regular order on or before: 03/27/98
Ship Week Of :	06/15/98

CONSUMER INFORMATION								OTHER COMMENTS:
	Asian	X	Gender: Both		Age Group: 21+			* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER
All	Black	X	$40K+	X		Hi		
Stores	Hispanic	X	Income $25-$40K	X	Kids	Med		
X	White	X	To $25K	X		Low		

Purchase Behavior:	X	Planned	X	Impulse	Customer Usage:	X	Immediate	X	Take-Home

ORDER AND DISPLAY

Estimated Allowances: (Shown Off-Invoice)

From: To:

From: To:

Bill-Back: (Shown on Merchandise Report after rebate received from vendor)

From: To:

From: To:

Product Dimensions: W 6.5" L 11" H 12"	Code Life: 12 months		Open	X	Closed
Recommended Location: Back bar/counter/clerk serve area where restricted					
Special Handling (Frozen, Dry, Refrigerated): Dry					

Why you should carry this product:

* Value added to customer at no added cost to the store
* Promotions experience rapid sell through
* Generates multi-pack purchases
* This is a seasonal/in-out item. It may be kept in stock through 03/27/98

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Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing

Revised 11/20/96

Source: https://www.industrydocuments.ucsf.edu/docs/zspy0000